

Social Media Plug & Post Kit

A quick-start storytelling kit for Iowa cities

Friendly, supportive, and flexible — perfect for communities of all sizes and for staff with limited time. This expands on the [City Connection Toolkit](#) with a set of quick, flexible post ideas that cities can use whenever it works best.



30 PLUG-AND-POST IDEAS

Easy, customizable ideas that help cities highlight services, staff, and community pride.

CITY STAFF & TEAM HIGHLIGHTS

1. **Meet the Team Monday** — introduce a staff member with a fun fact.
2. **A Day in the Life** — share a snapshot of a routine task residents don't see.
3. **Spotlight a Department** — library, public works, parks, utilities, police, fire.
4. **Behind the Scenes** — show inside a truck, plant, office, or equipment area.
5. **On the Job** — photo of a crew fixing, inspecting, trimming, or maintaining something.

CITY SERVICES & IMPACT

6. **Did You Know?** — share one surprising fact about a city service.
7. **Where Your Dollar Goes** — one small example of how tax dollars help residents.
8. **By the Numbers** — miles of streets, number of hydrants, daily water output, etc.
9. **Before & After** — road repairs, park improvements, tree trimming, sign updates.
10. **What We're Working On** — highlight a current project with a simple photo.

INFRASTRUCTURE & PUBLIC WORKS

11. **Snow/Sand/Salt Prep** — crews loading equipment or prepping for winter weather.
12. **Street Sign Spotlight** — new signs, old signs replaced, or unique signs.
13. **Inside the Water Plant** — gauges, pumps, or a "fun fact" about water.
14. **Stormwater in Action** — cleaning inlets, mapping drains, rain garden tips.
15. **Large Equipment Feature** — plow, vac truck, mower, ladder truck, skid loader.

PARKS, LIBRARY & COMMUNITY

16. **Parks & Rec Moment** — playground maintenance or trail cleanup.
17. **Library Love** — programs, new books, or "what's popular this week."
18. **Historic Highlight** — old photo vs. now, or a fun fact about your city's past.
19. **Community Event Snapshot** — markets, concerts, cleanup days, parades.
20. **Seasonal Reminder** — leaf pickup, yard waste, snow parking rules, summer safety.

CIVIC ENGAGEMENT & PRIDE

21. **Thank a City Worker** — appreciation post for a department.
22. **Ask a Question** — "What do you want to know about how the city works?"
23. **Fun Poll** — best park, favorite event, most helpful city service.
24. **Share a Resident Photo** — feature a great community-submitted picture.
25. **City Hall 101** — explain a process (permits, meeting notices, utility billing).

LIGHT, QUICK CONTENT

26. **Photo of the Week** — anything interesting the staff sees around town.
27. **Weather Watch** — "Our team is prepping for..." (heat, snow, storms).
28. **Welcome to [Your City]** — new signage, flower baskets, or banners.
29. **Team Training Moment** — safety training, CPR classes, or equipment demos.
30. **City Superpower** — highlight something unique your city does really well.

READY-TO-USE CAPTION BANK

Copy/paste these directly or tweak with one detail.

CITY STAFF & OPERATIONS

- *We're proud of the people serving our community every day. Here's a look at today's work behind the scenes.*
- *Meet the team keeping our city running smoothly! Today's spotlight: [Name/Department].*
- *Just another day keeping our city moving — and we're in your corner every step of the way.*

CITY SERVICES & IMPACT

- *Did you know? Our city maintains [miles] of streets and [number] of hydrants. We're always working for you — usually long before you see it. {Refer to [City Connection Toolkit](#) for more ideas}*
- *Your tax dollars at work! Here's one small example of a service that supports our whole community.*
- *A quick look at a project happening in your neighborhood this week.*

PUBLIC WORKS & INFRASTRUCTURE

- *Our Public Works crews were out early today making sure things run smoothly. Thank you for all you do!*
- *Big equipment = big impact. Here's one of the tools that keeps our city safe and functioning.*
- *Before and after: Your city at work improving streets, parks, and public spaces.*

PARKS, LIBRARY & COMMUNITY

- *Our Parks & Recreation team is busy caring for the spaces we all enjoy. Here's what they were up to today.*
- *Something new at the library! Drop by and check out what's happening this week.*
- *A beautiful day in our community — here's what we captured today!*

ENGAGEMENT & PRIDE

- *We love our community. What's your favorite place in [City Name]?*
- *Tell us: What city service would you like to learn more about?*
- *Proud of our city, proud of our people. Thanks for being part of our vibrant community.*

SEASONAL / SAFETY

- *Winter weather is on the way — our crews are preparing so we're ready for whatever comes.*
- *Friendly reminder: Seasonal pickup begins this week. Thanks for helping keep our city clean!*
- *Summer in our city. Here's how we're keeping parks, trails, and public spaces ready for you.*

